

Hampton's Community Plan

Kick-Off Meeting
January 28, 2003

AGENDA

- ▶ Welcome
 - ▶ Opening Remarks
 - ▶ Process Overview
 - ▶ Group Process
 - ▶ Review of the 1998 Plan
 - ▶ Break out into Focus Groups
- Mayor
City Manager
Dir. of Planning
Facilitator
Asst. City
Manager

Welcome

Dr. Mamie E. Locke
Mayor of the City of Hampton



Opening Remarks

George E. Wallace

City Manager of the City of Hampton



Process Overview

Terry O'Neill

Director of Planning



Process Overview

► Focus Group Process

- ±15 members in each group.
- No more than 2 local gov't reps.
- Professional facilitation team assigned to each focus group.
- City Department Head serves as “convener” for each group.
- Staff support.

Process Overview:

Community Plan Focus Groups

- ▶ Healthy Families & Children
- ▶ Healthy Neighborhoods
- ▶ Healthy Business
- ▶ Healthy Region
- ▶ Customer Delight
- ▶ Healthy Race Relations
- ▶ Strong Schools
- ▶ Youth Focus Group*

*Serves as a resource to each of the other groups.

Process Overview

► Two Phase process:

- Setting direction & priorities (Phase I).
- Action plans & defining responsibilities (Phase II).

Process Overview

► Key Points:

- Focus groups = working groups.
- Will require “broad thinking.”
- Focus groups share information, conduct shared dialogue and serve as a resource to each other.
- Various methods will be used to engage the community at large.
- Seeking endorsement by all community stakeholders -- not just local government.

Group Process

Michele Woods Jones

President

Cobb & Henry

Training and Consulting Division

Review of the 1998 Plan

Michael Monteith
Assistant City Manager



Healthy Families and Children

Vision Statement:

Hampton families will be healthy, self-supporting families who raise their children to be productive, contributing citizens.

Healthy Families and Children

Accomplishments Since 1998:

- ▶ National recognition for Healthy Families Partnership.
- ▶ 96% immunization for two year olds.
- ▶ Improvement in first trimester prenatal care, healthy birth index, infant mortality, child abuse and neglect, and births to teens.

Healthy Families and Children

Accomplishments Since 1998:

- ▶ Parenting training and accessible parenting information.
- ▶ School child care and enrichment programs at 19 elementary schools, 3 middle schools, and 5 community sites serving over 700 youth daily.
- ▶ Over 2000 young people involved in civic activities.

Healthy Families and Children

Emerging Trends:

- ▶ Community support networks.
- ▶ Increased emphasis on reading readiness.
- ▶ Youth involvement in their future.

Emerging Issues:

- Literacy
- Violence
- High Stakes Testing
- Workforce Development

Healthy Neighborhoods

Vision Statement:

Hampton neighborhoods will be the neighborhoods of choice in the region.

Healthy Neighborhoods

Accomplishments Since 1998:

- ▶ 22 new after school sites
- ▶ 1342 additional children served
- ▶ 175 new volunteers

Healthy Neighborhoods

Accomplishments Since 1998:

Neighborhood Appearance & Reinvestment:

- ▶ 1,372 blighted housing units demolished.
- ▶ Southampton apartments redeveloped.
- ▶ Pine Chapel redevelopment plans approved.
- ▶ Sinclair Gardens redevelopment plans approved.
- ▶ Strategies for Kecoughtan Rd. & E. Pembroke approved.
- ▶ ±112 new neighborhood improvements.

Healthy Neighborhoods

Accomplishments Since 1998:

Marketing and Outreach:

- ▶ Increased positive media coverage
- ▶ 2 national awards
- ▶ 2 state awards

Healthy Neighborhoods

Accomplishments Since 1998:

Capacity Building:

- ▶ 2,296 participants in neighborhood training.
- ▶ Neighborhood Plans: Wythe (2), Pasture Point, Olde Hampton.

Healthy Neighborhoods

Emerging Trends & Challenges:

- ▶ High percentage of small/low cost housing.
- ▶ Capacity for redevelopment.
- ▶ Housing needs of our aging population.
- ▶ Neighborhood leader/staff burn out.

Healthy Business Climate

Vision Statement:

Hampton will be the community of choice for business investment in the region.

Healthy Business Climate

Accomplishments Since 1998:

► Jobs

- Peninsula Workforce Development Center.
- National Institute of Aerospace.
- Infrastructure improvements at Hampton Roads Center North and Copeland Industrial Park.
- Netcenter (former retail mall) renovation to high-tech commercial office complex.

Healthy Business Climate

Accomplishments Since 1998:

► Retail

- The Power Plant
- Retail Component of the Crossroads Project
- Shopping Center/Retail Revitalization Program

► Tourism

- Hampton Roads Convention Center
- Embassy Suites Hotel
- Increased sales operations at HCVB

Healthy Business Climate

Accomplishments Since 1998:

► High Value Housing

- Market research to identify market potential.
- Business plan aimed at builders and developers to increase construction.
- 102 high value housing units built since 1998, annually ranging between 8% and 15% of all homes built in Hampton.

Healthy Business Climate

Emerging Trends:

- ▶ Strip shopping centers regaining popularity.
- ▶ Grocery stores getting bigger.
- ▶ Demand for gated and high-end communities.
- ▶ One-stop shopping and meeting spaces.

Healthy Business Climate

Emerging Trends: (continued)

- ▶ Convention center experiences.
- ▶ Growing service industry.
- ▶ Public/private partnership initiatives increasing.
- ▶ Tech-based economic development initiatives increasing.
- ▶ Redevelopment efforts increasing despite environmental constraints.

Healthy Region

Vision Statement:

Hampton Roads will be a world-class region – a thriving, economically competitive region.

Healthy Region

Accomplishments Since 1998:

- ▶ Formation of the Peninsula Alliance for Economic Development.
- ▶ Formation of the Hampton Roads Technology Council.
- ▶ Development of unified legislative priorities for the region and “first cities.”
- ▶ Completion of the Peninsula Workforce Development Center.

Healthy Region

Accomplishments Since 1998:

- ▶ Setting regional transportation priorities.
- ▶ Community wide efforts to support NASA Langley.
- ▶ Cooperative tourism marketing efforts amongst localities.
- ▶ Regional development of environmental policies.
- ▶ Merger of Pentran and HRT.

Healthy Region

Accomplishments Since 1998:

- ▶ Continuation of formal mechanisms to discuss issues of regional importance (HRPDC, Hampton Roads Partnership, Peninsula Mayors & Chairs, etc.).
- ▶ Increase in educational choices to accommodate changing lifestyles and the new economy.

Healthy Region

Emerging Trends:

- ▶ Demands of an aging population.
- ▶ Income disparity between core cities and the rest of the region.
- ▶ Maturing cities and first tier suburbs.
- ▶ Technology infrastructure as a competitive factor.
- ▶ Developing and maintaining a competitive workforce.
- ▶ Matching governmental structures and relationships to the new economy.

Healthy Region

Emerging Trends: (continued)

- ▶ Developing effective tools to facilitate regional cooperation.
- ▶ Impact of terrorism and emergency response systems.
- ▶ The growing threat of political destabilization of the world economy.
- ▶ Regional partnerships.
- ▶ Increasing diversity and immigration reform.
- ▶ Accommodating the pace of change.

Customer Delight

Vision Statement:

Hampton City government will exceed its customers' expectations by providing unparalleled service.

Customer Delight

Accomplishments Since 1998:

- ▶ Opening of the 311 Customer Call Center
 - available to residents 24 hours a day, 7 days a week.
 - 20% of all call volume comes in on evenings and weekends.
 - 70-75% of the residents are answering that 311 and other customer delight initiatives are positively impacting the way they view Hampton city government.

Customer Delight

Accomplishments Since 1998:

- ▶ Productivity improvements and cost savings (ex. facilities management process; human resources management process; recycling service).
- ▶ Upgraded Hampton's web site.
- ▶ Employee badge program.
- ▶ Delightful Dollars.

Customer Delight

Emerging Trends:

- ▶ Frustration with local government service delivery.
- ▶ We live in a very customer-oriented world.
- ▶ New, interactive technologies allow organizations to redesign their services.
- ▶ Slow tax revenue growth.
- ▶ Internal cost cutting is necessary.
- ▶ Redesigning City services is essential.

Healthy Race Relations

Vision Statement:

Hampton will be a place that enjoys, respects, supports, and benefits from the diversity of its residents.

Healthy Race Relations

Accomplishments Since 1998:

- ▶ Awarded "2000 Innovation Award," National League of Cities.
- ▶ Youth Engagement - increased the number of youth commissioners to six.
- ▶ Established Organizational Liaisons - Hampton Police Division, Hampton City Schools and Hampton Youth Commission.
- ▶ Annual Unity Awards Program.
- ▶ Ad Hoc Leadership Group created and tested
 - Recognized with "City Cultural Diversity Award" from National League of Cities.

Healthy Race Relations

Accomplishments Since 1998:

► Initiated programs:

- Book discussion group.
- Community-wide dialogue on race and cultural relations.
- Unity Week 2002 - Hampton Unites in Kindness/Hampton Heroes/Unity Tree.
- International Children's Festival 2001/Child Fair 2002/Unity Rally 2003.
- Youth Summit.
- Commemoration for Martin Luther King, Jr.

Healthy Race Relations

Accomplishments Since 1998:

- ▶ Developed Partnerships:
 - Department of Parks and Recreation
 - Coalition for Youth
 - Alternatives, Inc.
 - Hampton Public Library
 - Thomas Nelson Community College
 - Neighborhood Office
 - Healthy Families Partnership
 - Hampton Unites Coalition

Healthy Race Relations

Emerging Trends:

- ▶ Racial demographics shifting.
- ▶ More racial and cultural diversity.
- ▶ “Generational” components becoming more important.

Strong Schools

Vision Statement:

Hampton City Schools will be the preferred educational system, characterized by outstanding schools, parental involvement, community partnerships, and students who are fully prepared for success in our global economy.

Strong Schools

Accomplishments Since 1998:

- ▶ Increased the number of accredited and provisionally accredited schools:
 - Elementary—23
 - Middle—6
 - High--4
- ▶ Increased the number of nationally certified teachers to 11 (more than any other school division in the region).

STRONG SCHOOLS

Accomplishments since 1998:

- ▶ Expanded choice for parents to include:
 - Year Round Schools
 - Jones Magnet Middle School
 - Hampton Harbour Academy
 - CISCO Academy
 - Oracle Internet Academy
 - Elementary and middle school gifted centers
 - IB program (Hampton High and Burbank Elementary)
 - Cooper Elementary Magnet School for Technology . . . A Star Achievers Academy

STRONG SCHOOLS

Accomplishments since 1998:

- ▶ Increased the number of full-day kindergarten classes.
- ▶ Began the HCS website.
- ▶ Increased youth involvement in decision making (i.e., Superintendent's Advisory Committee).
- ▶ Increased number of after school programs.
- ▶ Established a gifted art program.
- ▶ Received \$14 million in scholarships and grants during SY 2001-2002.

Strong Schools

Accomplishments since 1998:

- ▶ Implemented Developmental Assets Framework.
- ▶ Established Hampton Education Foundation.
- ▶ Implemented laptop projects at Lindsay, Jones, and Phoebus.
- ▶ Developed HCS Intranet site.
- ▶ Established 2.0 GPA requirement for all students in extra-curricular activities.
- ▶ Development of Hampton Leaders Count.

Strong Schools

Emerging Trends:

- ▶ Increasing academic performance at all schools.
- ▶ Declining number of households with school-age children.
- ▶ Impact of *No Child Left Behind*.
- ▶ Tightening of revenue streams.

Strong Schools

Emerging Trends:

- ▶ Greater focus on use of technology.
- ▶ Increasing number of special education students.
- ▶ Increasing number of limited English proficiency students.
- ▶ Increasing emphasis on workplace connections.

Strong Schools

Emerging Trends:

- ▶ Developing individualized learning plans for all students.
- ▶ Communicating with parents in different formats.
- ▶ Increasing emphasis on recruitment and retention of highly qualified staff.

Focus Group Break-Out

- ▶ Get Acquainted
- ▶ Determine Commitment
- ▶ Set meeting times and place
- ▶ Review information in the notebook
(time permitting)
- ▶ Establish Agenda for next meeting

Focus Group Break Out Room Assignments:

- ▶ Customer Delight (Teal)- Room 160
- ▶ Healthy Business (Blue)- Room 161
- ▶ Healthy Families (Red) - Auditorium
- ▶ Healthy Neighborhoods (Yellow)- Room 162
- ▶ Healthy Region (Green) - Chorus Room
- ▶ Strong Schools (Purple) - Room 163
- ▶ Youth (Orange) - Auditorium